Why Dale C. Maley chose Artephius Publishing Company for the name of the company to Self-Publish his books

Back in 1998, I was living in Watkinsville, Georgia, just south of Athens, Georgia. I was working as a Factory Superintendent at a new Caterpillar Inc. manufacturing facility in Jefferson, Georgia.

First, I tried the conventional route of writing a book, then trying to get one of the major 9 American publishing companies to publish it. I found a Georgia agent, but I did not realize she was a fiction genre agent, and I was her first non-fiction project, since my book was about investing in Index Funds. I got rejection letters from every one of the 9 big publishers because I was a "no-name" author and my book did not meet the 50,000 word limit (my agent never told me the book had to be at least 50,000 words).

So I decided to self-publish my Index Fund book. I needed to come up with a name for my publishing company to self-publish my books.

I remember going to the Watkinsville, GA, public library in 1998, and doing some searches to try to find a company name that was not in current use.

Somehow, I stumbled across the very interesting Artephius character the Alchemist.

I just asked my Perplexity AI program to summarize Artephius:

> Artephius was a legendary alchemist and Hermetic philosopher reputed to have lived in the 12th century, though some traditions claim he was over a thousand years old due to alchemical life-prolonging secrets. He is best known for esoteric works such as The Secret Book of Artephius, which describes the process of making the philosopher's stone and other mystical subjects. Artephius's true identity remains uncertain, with some scholars suggesting he was the Arab poet al-Tughrai, while others even connected him to Apollonius of Tyana.

Wow, a guy who claimed to have found the secret to living for 1,000 years and how to turn common materials into Gold!

My book was about how to use common stock Index Funds to grow rich slowly over time….not become rich overnight like Artephius did converting things into Gold.

I checked and nobody was using his name for a publishing company, so I started using it including getting ISBN numbers and a copyright for my first book about Index Funds.

My first Index Fund book was publishing in 1999, so I have continued to use this publishing company name for 26 years now!

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